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ABSTRACT

The Committee on Children's Television (CCT) since 1971 has been working with San Francisco Bay Area commercial television stations to make the stations aware of their responsibility towards children. CCT proposes to increase its effectiveness in this work in four inter-related ways: (1) family education--a program to provide the community with the tools necessary to influence the children's programming policies of local stations; (2) monitoring--a program to collect data on the content of existing programs; (3) station consultations--the scheduling of regular meetings with each Bay Area commercial station to discuss all aspects of programming for children; and (4) legal advocacy--a process of working with the Federal Communications Commission and others federal regulatory agencies to insure that Bay Area stations fulfill their public trusts. In order to carry on these programs CCT will need $67,200 the first year and $57,600 the second year. (JY)

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CHILDKEN'S TELEVISION -

AN AFFIRMATIVE PROGRAM FOR COMMUNITY INVOLVEMENT

Submitted by: The Committee on Children's Television, Inc.
1511 Masonic Avenue
San Francisco, California, 94117
Telephone (415) 626-2896

July 15th, 1972

EM010217

SUMMARY

The ever increasing awareness of television's power as a teaching and socializing influence has given rise to a growing public concern over the quality of present children's programming. Most children spend more time watching television than they spend in school. A direct causal relationship between televised violence and aggressive behavior in children has recently been documented by the Surgeon General. Concern has been expressed over station policies that permit almost twice as many commercials on children's programs as on adult programs. Yet commercial television continues to fill the public airwaves with violence, uninspired programming, and exploitive commercialism.

The Committee on Children's Television, although hampered by limited resources, has been working with local commercial stations over the past year to make the stations aware of their responsibility towards children. Although still resistant, the stations are beginning to be aware of the problem.

CCT, through this proposal, will help solve the problem by working in four inter-related ways: (1) Family Education, a program to provide the community with the tools necessary to influence the children's programming policies of local stations; (2) Monitoring, a program to collect data on the content of existing programs; (3) Station Consultations, the scheduling of regular meetings with each Bay Area commercial station to discuss all aspects of programming for children; and (4) Legal Advocacy, a process of working with the Federal Communications Commission and other federal regulatory agencies to insure that Bay Area stations fulfill their public trust.

Amount requested: First Year - $67,200.00
Second Year - $57,600.00

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Project Concept

The establishment of a community-based action program to aid local television in becoming truly responsive to the unique needs and interests of the children of the culturally diverse Bay Area.

The Problem

In the past ten years it has become generally recognized that television is an overwhelming influence in the formative years of our children's lives, a conclusion substantiated by research establishing these basic facts:

- By age 18 the average U.S. child has spent 11,000 hours in the classroom, but 15,000 hours watching television.

- Pre-school children watch television an average of 22 hours per week.

Investigation of the quality and effect of so massive an influence on the developing mind has further established that:

- On Saturday morning television, there is an incidence of violence in 71 percent of the stories, and by age 14 the average child has witnessed some 13,000 violent deaths on T.V.

- On Saturday morning television there is an average of one commercial every 2.2 minutes, and the average child has viewed over 350,000 ads by age 18. Most of these ads are for toys and non-nutritive foods and drinks, while lately advertisers have begun to market such adult products as gasoline, cosmetics, vitamins and drugs by offering premiums to children which entice them to make consumer judgements for their parents.

With the increasing domination of television broadcasting by the three national networks, the mounting concern of parents and educators has tended to focus on network programming, and this was the particular thrust of Action for Children's Television (ACT), formed in Boston to deal with the networks at their New York headquarters. The work of this group led to a petition, filed with the FCC in February, 1971, calling for a weekly minimum of 14 hours of specifically children's programming, from which commercial content would be eliminated. It was in support of the ACT petition that the local Emergency Committee on Children's Television (now the applicant group) was formed on an ad hoc basis in March, 1971. As the Emergency Committee continued its work it canvassed the programming and advertising procedures of the five Bay Area commercial stations. It readily became apparent that the problem could not be solved solely at the national level; only a continuing and concerted local community effort could effect significant improvement. The word "Emergency" was dropped from the organization's name, a Statement of Policy was adopted (appendix A), and an Advisory

Board of 60 professionals and concerned parents was formally established (Appendix B).

The Committee on Children's Television (hereafter CCT) continues to support the national effort of the Boston ACT, but sees its primary role as a catalyst for engendering and focusing broad Bay Area support for more responsive policies and practices on the part of the local stations. The findings which let CCT to this position, briefly stated, were:

1. Despite some ACT success in inspiring informational programs at the network level, only 10 percent of local weekday children's programming was of network origin. Five of the six new network programs are run on Saturday mornings, two of them against each other (competitive rating system).

2. At the same time, locally-produced programs for children were almost non-existent, in startling contrast with the situation which existed 10 years ago. Overall children's programming at the five local stations, it was found, broke down into the following percentages:

	Local	Network	Syndicated
1961	56%	28%	16%
1971	9%	31%	60%

(The bulk of the 1971 9 percent local programming -- 5 of a total 6-1/2 hours per week) is Romper Room, a franchise program produced here with local children but written elsewhere and sold to stations as a standard format).

3. Clearly, what has supplanted local production is not high-quality network material but very low-cost syndicated cartoons and comedy/adventure series reruns, most of them originally produced as "innocuous" adult shows (Gilligan's Island, I Love Lucy, etc.). The 1971 percentage breakdown of children's programming by type was found to be:

Informational	Cartoon	Other
9%	41%	50%

(Apart from Romper Room and Capt. Kangaroo, the "Other" category comprises solely adventure and comedy series).

4. The heavy reliance seen here on material of lowest cost and quality was found to be coupled with a particularly high commercial content. By an industry self-regulatory code, 10 minutes per hour of "prime time" (adult evening viewing) may

be given to commercials, while 16 minutes per hour of "fringe time" including children's viewing time is so allotted. Changes in the Code, effective January 1, 1973, will cut the fringe-time component to 12 minutes per hour (on Saturday mornings only), but even then children will be more heavily bombarded with ads than their parents.

These data underscore the fact that the choice of programming -- and hence, ultimate responsibility for its quality -- resides first and last with the individual licensees, not with the network, and that profit motivates choice for children's programming to the exclusion of other considerations.

CCT acknowledges that commercial television operates for profit, but it is equally mindful that each station of the industry is licensed on the specific condition that it operate "in the public interest." The Communications Act of 1934 amplifies this proviso by requiring each licensee to "ascertain," through methods such as interviews, surveys and consultations, the "needs and interests" of the communities they serve. In view of the public nature of the air waves, the unmistakable intent of Congress was to require the inclusion of the local public in the formation of policy that would ultimately be reflected in programming.

To say that these licensing provisions have been honored more in the breach is understatement, and CCT found that local broadcasters initially rejected the idea that the provisions should even be considered applicable to children's programming. The record of CCT's meetings with management of the five Bay Area stations is detailed in Appendices C and D, "Wasteland Revisited" and "Television and Children's Needs", reports on the local situation, both filed with the FCC as informal comments on the performance of the five stations. At first encounter, the licensees disclaimed any moral or educational responsibility for children's television viewing (it was a matter solely for "parental guidance") and questioned the legitimacy of CCT's "interference" in the stations' internal affairs.

But the simple facts of the case compelled a more receptive attitude. Children under age 14 represent 24 percent of the Bay Area public whose needs and interests the local stations must serve. At the same time, the Bay Area itself presents a highly special ecology and its public has a particular ethnic diversity, both requiring a genuine process of ascertainment of needs and interests. Perforce, station managements agreed to meet with CCT, and their license renewal applications, filed

September 1, 1971, cited these meetings as "ascertainment."

Similarly, publicity surrounding CCT action has elicited at least nominal recognition on the part of local licensees of their obligations to children's programming. Public hearings of May 7, 1971, on a resolution submitted to the San Francisco Board of Supervisors, calling for FCC action to upgrade the quality and quantity of children's TV programming, evoked a varying measure of support from all the local stations -- coupled, in most cases however, with a disclaimer of responsibility for the present situation. Unanimous passage of the resolution by the Supervisors on May 10, 1971 -- a unique event on the national scene -- was reported by the press across the country. The CCT report "Wasteland Revisited" (Appendix C) was similarly given wide coverage by the media and was noted in Broadcasting, the major industry trade publication.

Effects of this publicity have been twofold. Since CCT is the first organization of its kind in the nation, San Francisco has come to be looked to for leadership by other cities seeking to improve local children's programming (as Boston is seen as spearheading the effort at the network level), and CCT has already received requests for organizational guidance from Denver and San Antonio. The response of the local stations, on the other hand, has been to surround presentation of any single new children's program with a fanfare of publicity.

Following the filing of the two reports, none of the local stations responded directly to CCT or acceded to any of its specific recommendations. In statements to the press, all denied CCT's allegations and defended their current programming. Disappointed by this failure to respond to suggestions made over a period of six months in meetings and in the two reports, in October CCT sent each station a list of specific recommendations in the form of a proposed "Agreement" (a summary of concerns and recommendations made in the two CCT reports). None of the stations showed any willingness to sign this agreement or a modified version, and CCT had no choice but to file a petition with the FCC to deny renewal of license.

On November 1, 1971 the Committee on Children's Television filed a petition with the Federal Communications Commission to deny the renewal of Television Station KPIX's license to broadcast. The petition was based on CCT's belief that KPIX, in failing to adequately ascertain the needs and interest of children, had not satisfied the standards promulgated by the FCC. The petitioners filed against KPIX because it is the leading station in the Bay Area market. The petitioners

decision to pursue one petition rather than five was a function of the limited funds of the organization and does not represent an endorsement of the policies of the other commercial stations.

The Communications Act of 1934 provides that television stations must apply for the renewal of their broadcasting licenses every three years. It is at this time that the Federal Communications Commission evaluates the performance of the station in serving the needs and interests of the viewing populace in the station's signal area. Thus the license renewal application provides the appropriate forum for the Committee on Children's Television to request that the Federal Communications Commission evaluate the performance of KPIX to determine if the station has served the needs and interests of the children of the Bay Area. FCC action on the petition is not anticipated before the end of 1972 at the earliest, and in the meantime KPIX has made a number of concessions in an effort to have CCT withdrew its petition. Neither KPIX nor any of the other stations, however, has yet acceded to any of the major recommendations of CCT regarded as necessary to a responsible policy of local children's programming.

It is in the hope of supporting a sustained local effort that CCT has applied for funds to underwrite a coordinated two-year community program. It is already clear that the very institution of such a program here would have impact far beyond San Francisco, and that in working for more nutritive TV fare for our own children we would be pioneering the same benefits for children throughout the country.

Program Areas

CCT proposes to operate in four inter-related areas to facilitate development of television programming truly responsive to the unique needs and interests of the children of the Bay Area: Family Education, Monitoring, Station Consultation and Legal Advocacy.

A. Family Education

Because the local television licencees have not developed a mechanism for determining the interests or needs of children -- parents and others feel powerless to effect any change toward broadening the scope of programming or upgrading its quality. Indeed, under the rating system, they have the option only to reject or accept what is offered; and the system works to narrow the range of fare, since any program with a high rating spawns a half dozen imitators. There exists no vestige of that direct exchange between public and broadcaster envisioned by the framers of the Communications Act of 1934 and further

defined by the courts.

Within this general context of public helplessness, the situation in children's programming must be seen as an extreme case -- extreme because to date not even the indirect public testing of the ratings has applied, despite the fact that the needs and interests of the child viewers are both special and urgent. Television stations must be encouraged to respond to these needs and to accommodate themselves to a process of involvement and commitment. But it is clear that the initiative for this process, the mechanism of this involvement, must come from the public. This section briefly outlines a program to provide the public with the tools necessary to influence the children's programming policies of local stations. This program is seen in three phases: 1) developing education materials; 2) selecting and training community personnel; and 3) establishing bases for group organization.

1) Educational Materials

This is a resource development activity for the production or reproduction of written and filmed materials to be used in discussions concerning the effects of television and the obligations of licensees: leaflets, brochures, newsletters, posters, videotapes and films to be used by community groups. These materials would be based on published research.

2) Selecting and Training Personnel

A canvass will be made to identify community leaders interested in developing their organizing skills, generally from organizations that have contacted CCT for speakers or discussions. (Appendix F) Those selected will participate in a corps of 15 - 25 "community effectiveness" trainees. Instruction will focus on group organization and leadership, with emphasis on group communication and problem-solving techniques. A training period of five weeks, with three hours per week, is contemplated. The sessions will be conducted by a consultant specialist in task-oriented group work.

3) Establishing Bases

This phase of the project centers on the field experience of the trainees or "enablers." After the initial phase of their training, they would return to their sponsoring groups, enter another group, or establish a new community group. Enablers will follow a program to encourage interdependent decision-making, coordinated affirmative action, and close involvement at the group level and with the larger community. Staff for this

program will consist of one consultant, who will receive a part-time salary, and 15 enablers, who will receive per diem payment.

B. Monitoring

A recurrent problem in the area of children's television is the lack of substantive data on program content -- data that can be collected only through arduous hours of monitoring. CCT therefore proposes a program of training and reimbursement for a corps of monitors to carry out this complex and strenuous task.

The monitoring program will serve two functions. First, employed in a simplified version, it will provide a tool in family education to sharpen community awareness and furnish more specific data to community groups on which to base their action. Second, employed in a more sophisticated and technical version, it will provide much-needed comparative data on the content of programs and commercials in presentations to the industry and to regulatory and professional bodies. Both versions will be flexibly designed to collect data on different issues or perspectives: e.g., methods of conflict resolution, presentation of minority and sex role stereotypes, and persuasive techniques of commercials.

An important aspect of the monitoring program will be the collection of comparative data. The research study instrument currently being developed goes beyond asking whether there is violent or destructive behavior on television: it has been amply developed that there is, and nothing further may be gained by repeating that single point. This research instrument asks how much constructive behavior there is as well, and identifies the consequencies of each type of behavior. The data on consequences are significant, and the refined research instrument will gather information on whether consequences are physical or verbal, since children's understanding of consequences differs considerably at various ages. (Children under five, for example, have very limited comprehension of verbal consequences.)

CCT will also develop monitoring forms addressed to issues other than aggressive behavior, but using a similar comparative approach, with equal stress on commendable and reprehensible aspects. This approach will enable CCT to take a more positive stance with the stations; that is, to encourage more of certain types of program content and commercials. Examples of additional monitoring studies might include the following: Scientists monitoring for fact on programs such as "Josie and the Pussycats in Outer Space", ethnic groups monitoring programs such as "The Amazing Chan and the Chan Clan" (proposed by CBS) or "cowboy and Indian" programs; and the application through monitoring of CCT's comparative standards for informational-entertaining programming which are being developed.

Staff for this program area will consist of one consultant, who will receive a part-time salary, and 15 to 25 monitors, who will receive per diem payments.

C. Station Consultation

The community concerns brought out through the Family Education program, and the information resulting from the Monitoring studies will be transmitted to the five Bay Area commercial television stations in a series of regularly scheduled meetings throughout the year. Drawing on a working relationship established by CCT with each station over the past 18 months, these meetings will give CCT Advisory Board members and community representatives an opportunity to interact directly with station personnel responsible for children's programming. Meetings will focus on all aspects of each station's service to children, and include areas such as local programming, commercial policies, public service announcements for children, and, in the case of network affiliate stations, effective ways of communicating CCT's concerns to network policy makers.

D. Legal Advocacy

Broadcasters' status as a regulated industry dictates that the Committee on Children's Television work hand in hand with the Federal Communications Commission to insure that television and radio stations in the Bay Area fulfill their public trust. The Committee has worked in the past and will continue to work to insure that the standards set by the FCC are being maintained by Bay Area radio and television stations. While litigation or petitions to the Federal Communications Commission are by no means goals in themselves for the Committee, on occasion such action becomes the last resort for encouraging radio and television stations to accept their responsibility to provide adequate programming for the children of the Bay Area.

In other areas regulated by the Federal Trade Commission (FTC), the Food and Drug Administration (FDA), and various state agencies, established practices possibly harmful to children will continue until legal clarification has been achieved. As an example, CCT is currently working with the California State Department of Public Health on solutions to the problems involved with children's chewable vitamin pills. Children's vitamins are currently being advertised on children's television shows in a manner that encourages the children to take vitamins like candy without any warning that vitamins contain drugs which may be harmful or even fatal when taken in excessive amounts (a survey of Poison Control Centers in the U.S. in 1969-1971 showed that vitamin pills were the second most commonly ingested poison among children.) In order to get a problem of this type corrected, it may be necessary to file complaints against the manufacturers or petitions with the FDA to take action.

CCT's concern for the interests of better television for children

lies in an area where laws safeguarding the public good have fallen into deseutude through failure of all parties concerned -- including the public itself -- to exercise their provisions. Its program of legal advocacy will continue to be one of revitalizing those provisions through appropriate action.

Paul J. Mundie, Esq., an associate with Heller, Ehrman, White and McAuliffe, is CCT's legal consultant.

CCT's Role: An Overview

CCT has not structured itself as an ongoing membership organization since it feels that the study of children's television and the initiative for effecting change are properly and urgently matters for involvement of all existing groups concerned with the health, education and welfare of children. But these groups presently share the general public's feeling of helplessness before the colossus of commercial television, and share, too, its unawareness of the obligations of licensees. CCT sees its function, therefore, as that of a temporary catalyst, providing educational and formative stimulus to a broadly based community effort directed to improvement of local children's television.

This view of CCT's role has emerged from its eighteen months of experience and achievement on the local scene. In that time, under the stimulus of CCT, station managers have shown increasing recognition of their licensee responsibilities, and have instituted some children's programming. In contrast to the situation in 1971, there are now 7-1/2 hours of local production for children's viewing, and pilot programs are being developed at those stations currently without local programs. Several of the new programs have made specific efforts to involve minority groups.

These welcome signs of change, however, are only a beginning, affecting the quality of only a small fraction of the programs aired for children and the commercial content of none. It is clear that only a widely sustained community effort can bring about the kind of fundamental reappraisal needed. In the U.S., children's television simply "got off on the wrong foot," (for example, the United States is the only country in the western world that does not have a children's unit at each station). Redressing the present gross imbalance cannot be achieved by a "special-interest" gadfly organization, but only by large public understanding and active support. The goal of CCT's two-year proposal is to set in motion such a generalized support in San Francisco, after which CCT should be phased out.

It is important to note that the four program areas outlined above in which CCT proposes to operate are designed for constant and dynamic interaction toward this goal. Thus, monitoring will provide data for station consultation and legal advocacy, involve parents and their member

groups in critical evaluation of the programs their children are exposed to, and at the same time feedback current information to family education. Family education, in turn, will not only increase parents' awareness of television's effect on the family situation, but will also move parents to involve the organizations in which they are active. Station consultations will provide progress reports stimulating continuing parental involvement and will constantly sharpen the monitoring process. Program interaction will be emphasized in community-wide workshops at which monitoring techniques and results will be discussed and Advisory Board members will make presentations on specific problem areas in children's television.

To obtain the broadest possible spectrum of involvement, CCT plans to include in these workshops such groups as the PTA, the San Francisco Mental Health Association's Committee on Children and Youth (which has expressed a desire to participate), the S.F. Medical Society, the Association for the Education of Young Children, the public and private schools, and leaders of youth organizations.

CCT also intends to pursue a liaison function with Bay Area high schools, colleges and universities for several reasons. First, the Broadcasting and Communications Departments of these institutions need to be encouraged to expand professional training programs to include specialities in children's programming. Second, there is a distinct need to develop interdisciplinary training programs at the college level (departments of Education, Psychology, Broadcasting, etc.) to provide production personnel for children's units. Station management claims, with some justification, that qualified people cannot be found for children's units. It is feasible that some on-the-job training could take place, given participation of the academic centers.

The CCT executive committee will continue to participate in national conferences on children and the media. In October, Yale University is sponsoring a symposium exploring television's potential that should open new avenues in resources, with possibly important impact on children's programming in the Bay Area. The FCC is expected to hold hearings on rulemaking for children's programming by the end of the year. HEW will be working with the Surgeon General's office and citizen groups on steps the federal government might take as a result of the recent Surgeon General's report on televised violence and its direct causal effect on aggressive behavior in children.

Since CCT is the only group in the country working to develop an informed community that can knowledgeably represent the needs and interests of children, CCT's participation in these conferences has particular strategic importance. Although each community across the country has an individual population profile and environment which its local stations should be uniquely geared to serve, certain processes in the organization of a

community-station consulting team are similar. CCT projects that it will be able to organize its experience into a guide to be made available to other communities, and that sale of this guide and other special services provided by CCT participants will assist in sustaining CCT through 1973-74.

In 1974, all Bay Area television and radio stations must file an application with the FCC for renewal of current licenses. It is CCT's hope that these applications will reflect the interim work of CCT in encouraging stations to make a truly adequate ascertainment of the needs of local children and to have programs planned to meet these needs. By then, CCT hopes that each local station will have a Children's Department operating or in development and will have established direct, continuing exchange with an informed public. If so, CCT will have served its purpose.

Proposed Budget — September 1972 to September 1973

Staff Salaries	
Executive Director, half time	$ 7,000.00
Secretary/Co-ordinator, full time	8,400.00
Monitoring Consultant, third time	6,000.00
Family Education Consultant, third time	6,000.00
7% Employee Benefits	1,900.00
Per Diem Payments	
Media Consultant ($50.00/day)	4,800.00
Individual Consultants ($50.00/day)	9,000.00
Community Representatives ($10.00/day)	10,800.00
Editor and Writer ($25.00/day)	1,300.00
Accountant	400.00
Operating Expenses	
Materials (paper, reproduction)	2,000.00
Postage	1,000.00
Telephone Service, Utilities	650.00
Office Space ($100.00/month)	1,200.00
Office Equipment Rental	1,000.00
Travel	
Automobile (12¢/mile)	700.00
Air	1,000.00
Workshop and Meeting Expenses (includes honorariums)	1,500.00
Resource Materials and Library	500.00
Legal Costs (excluding Attorney's fees)	400.00
Video Tape Recorder and Tape	800.00
Annual Report and Publication	250.00
Contingency Fund	600.00
TOTAL	$67,200.00

Proposed Budget — September 1973 to September 1974

Staff Salaries	
Executive Director, half time	$,000.00
Secretary/Co-ordinator	8,400.00
Monitoring Consultant, third time	6,000.00
Family Education Consultant*	-
7% Employee Benefits	1,500.00
Per Diem Payments	
Media Consultant ($50.00/day)	4,800.00
Individual Consultants ($50.00/day)	9,000.00
Community Representatives ($10.00/day)	10,800.00
Editor and Writer ($25.00/day)	1,000.00
Accountant	400.00
Operating Expenses	
Materials	1,000.00
Postage	800.00
Telephone Service, Utilities	650.00
Office Space ($100.00/month)	1,200.00
Office Equipment Rental	1,000.00
Travel	
Automobile (12¢/mile)	700.00
Air	500.00
Workshop and Meeting Expenses (including honorariums)	1,500.00
Resource Material and Library	100.00
Legal Costs (excluding Attorney's fees)	400.00
Annual Report	250.00
Contingency Fund	600.00
TOTAL	$57,600.00

* training of facilitators will be completed and consultant will be needed only occasionally.

APPENDIX A

THE COMMITTEE ON CHILDREN'S TELEVISION
1511 Masonic Avenue
San Francisco, California 94117
626-2896 861-0931

EXECUTIVE COMMITTEE

Neil Morse,
Co-chairman
Sally Williams,
Co-chairman
Nancy Dale,
Media Relations

Linda H. Ormiston, PHD
Psychological Consultant
Paul J. Mundie, Esq.
Counsel

THE COMMITTEE ON CHILDREN'S TELEVISION has been formed to promote better television programming for children. The Committee grew out of the increasing community awareness that television is an overwhelming influence on the lives of children, and that the potential of the medium is largely untapped and does not reflect sufficient empathy for the needs of children.

CCT AIMS

...to PERSUADE the television industry that children represent a substantial viewing audience and are entitled to entertaining programming designed to meet their special needs and interests.

...to PROMOTE good quality, locally produced children's programming that reflects the rich cultural diversity of the San Francisco Bay Area.

...to EXPLORE a new system of financial support for children's programs by commercial underwriting and public service funding.

...to ENCOURAGE more cooperative efforts between all broadcasters serving the area in order that a reasonable amount of programming be made available for children of differing ages daily.

...to ASSURE that the rights of the public to quality programming, as contained in broadcasting laws and regulations, are exercised, and that the rights of children who are unable to petition for themselves are invoked.

CCT PROGRAMS

...EVALUATION: social indicators for evaluating the impact of programming and for making recommendations for future programming will be developed.

CCT PROGRAMS (Continued)

...ADVOCACY: the findings and positions of the Committee will be publicized and testimony will be presented in all appropriate public forums. When necessary, petitions and fairness complaints will be filed to insure that effective and democratic reform procedures are followed.

...RESOURCE BANK: a compilation of media services, talent sources, and national programming aids will be made available to all interested parties to insure equal access and opportunity to all groups interested in fostering better programming for children.

...SPEAKERS BUREAU: see Advisory Board.

CCT ACCOMPLISHMENTS

...ADVISORY BOARD: CCT has brought together a group of concerned parents, professionals and citizens who are representing the interests of children and promoting quality programming by filing formal comments with the FCC, testifying at public hearings, speaking to citizens groups, and appearing on local television and radio programs.

...OFFICIAL RESOLUTION: CCT sponsored a resolution introduced to the San Francisco Board of Supervisors by Supervisor Robert Mendelsohn which the full Board adopted as legislation urging the FCC to upgrade the quality and quantity of children's programs. The Board of Supervisors is the first legislative body in the nation to initiate such action on behalf of its constituency.

...MOBILIZATION OF SUPPORT: CCT informed thousands of Bay Area residents that the FCC was soliciting comments for its Fall '71 public inquiry on children's television. The efforts of CCT generated hundreds of letters from individuals, and many formal comments from organizations in support of improving and expanding quality children's programs on television.

...NATIONAL CONTACTS: CCT has a close working relationship with ACT (Action for Children's Television, Inc.), the Boston-based organization which presented the persuasive arguments to the FCC in 1969 that focused national attention on the inadequacies of children's broadcasts and the need to improve programming. As Bay Area Resource Chairman for ACT, Sally Williams has spoken before numerous groups outlining the details of ACT's petition to the FCC (RM 1569-FCC '71) and has made available to the public all ACT materials.

...STUDIES: CCT has published a three-part study of television programming for children in the Bay Area. Part I, "WASTELAND REVISITED", analyzes the schedules of programs for children and summarizes stations' policies regarding children's programming. Part II, "TELEVISION AND CHILDREN'S NEEDS", reviews the ascertainment sections and program development

sections of the 1971 License Renewal Applications of four of the five Bay Area commercial stations. Part III, "WHAT YOUR CHILDREN ARE WATCHING!" reports the results of a monitoring study of program content and commercial content in programs directed toward children.

...PUBLIC SERVICE PROGRAMMING: CCT co-produced a one-half hour television program, "FEED THEM ON YOUR DREAMS", which presented the communities views on the needs of children and the need for adequate children's television programming (8-17-71, KPIX-TV).

...PERIODICALS: CCT efforts on behalf of children have been reported in Broadcasting Magazine, San Francisco Magazine and The Bay Guardian. Copies of the CTT studies have been distributed nationally by The ERIC Clearing House for Media & Technology (U.S. Office of Education).

...SYMPOSIUMS: CCT has been invited by the University of California to participate in a Symposium on Television and Violence.

APPENDIX B

ADVISORY BOARD

Esly Barreras, M.D.

Psychiatrist
Board of Directors
Gestlat Therapy Institute, Berkeley

Arthur Berger, Ph.D.

Associate Professor
Social Science Department
San Francisco State College

C.M. Binger, M.D.

Child Psychiatrist
Clinical Coordinator - Children's Service
The Largley Porter Nueropsychiatric Clinic

Mrs. Robert Borovoy

President - Volunteer Auxiliary of Youth Guidance Center
President - San Francisco Association of Jewish Women

Katie Cardinal

Parent
San Francisco Junior League

Mrs. Allan E. Charles **(see attached letter)**

Vice President
Bay Area Educational Television Association

Carolyn Craven

Reporter
Newsroom - KQED

Joan Cucek, M.D.

Physician
Researcher

Rev. George C. Conklin, Jr.

Director, TV Community Project
Northern California Conference United Church of Christ

Ina Dearman

Parent
Board Member, Cross-Cultural Family Center

Paul Ekman, Ph.D.

Professor-in-Residence
Psychologist
Studies in Non-Verbal Behavior
The Langley Porter Neuropsychiatric Institute

Carol H. Field

Parent

Richard Flower, Ph.D.

Audiologist
University of California

Marion Francois

Parent
Wife of Member of Board of Supervisors

Myrna Frankel

Parent
Board Member, 150 Parker Nursery School

Jon Fromer

Teacher
Children's Television performer - Git Box Tickle

Bea Goodman

President, San Francisco Chapter of Association of Education of Young Children

Mrs. Zurrette Goosby

Parent
Wife of President of San Francisco Board of Education

Marion Hampton

Chairman, Community Coalition of Education

Joseph Hartog, M.D.

Psychiatrist
Chairman, Committee on Children and Youth
San Francisco Association for Mental Health

William Kiyasu, M.D.

Pediatrician

Frances Knudtson, M.A.

Psychologist
Faculty - California School of Professional Psychology

Gordon Lau

Attorney
1969 Candidate for San Francisco Board of Supervisors

James L.D. Lamm, M.D.

Child Psychiatrist

Mary B. Lane, Ed.D.

Professor
Inter-disciplinary Studies - Education Department
San Francisco State College

Miriam F. Levy

Consultant to Headstart
Author of Children's Books

Weyland Lum, D.D.S.

Pediodontist

Nathan Maccoby Ph.D.

Professor of Communications
Stanford University

Mrs. Ralphyne MacDonald

Bay Area Resident

Lucy K. McCabe

Attorney
California Rural Legal Assistance

Mrs. Clark Maser

Parent

Marie A. Mathios

Teacher
San Francisco Unified School District

Robert Mendelsohn

Supervisor
San Francisco Board of Supervisors

George Meyer, M.D.

Psychiatrist
Formerly President of Brandeis Day School

Effie Lee Morris

Co-ordinator
Children's Services, San Francisco Public Library

Mrs. Richard Nelson

President, Church Women United

Dee Parker (Mrs. Guy Cherney)

Former Children's Television Performer

Glendora Patterson

Director, Infant Care
Banneker Homes

Charlotte Poole

Parent
Wife of former United States Attorney

Marjorie Raskin, M.D.

Parent
Psychiatrist

Father Miles O'Brien Riley

Director, Catholic Communications Center

Geraldine Riordan

Parent

Mrs. Thomas A. Rowe

Formerly Director of Education
The National Conference on Christians and Jews

Formerly hosted Adventure School, KPIX-TV Program for Children

Meryl Rowen, M.D.

Parent
Psychiatrist

Lynn Sedway

Parent
Board Member, Jewish Community Center

Michael Shapiro

San Francisco Coordinator
Children's Television Workshop

Harvey Shaw

Communications Analyst

Ann Spake

Director, 150 Parker Nursery School

George Steiner, Ph.D.

Director, Educational Television
San Francisco State College

Bobby Thompson

Parent

Walt Thompson

Instructor in Journalism
Laney College, Oakland

Frances Todd, Ed.D.

Supervisor, Health and Family Life Education
San Francisco Unified School District

Raymond Waller

Director, Earl Paltenghi Youth Center

Raymond Weisberg, M.D.

Physician
Former President, Service Committee on Public Education

Robert Whitehead, Ed.D.

Administrator, Park South Complex
San Francisco Unified School District

Additions to Advisory Board

Bradford Cohn, M.D.

Director of Pediatric Services
St. Mary's Hospital

Washau Cloud-North

Lecturer
University of California

Anne Coopersmith

Oceanographer and teacher
Galileo High School, San Francisco

Grace Goodeagle

Executive Director
Native American Women's Organization

Helen Ullrich

Editor
Journal of Nutrition Education

Yolanda Woo

Assistant Professor
California State University at San Francisco

Mrs. Allan E. Charles
850 Francisco Street, San Francisco, California 94109

May 7-1972

Dear Miss Williams.

I admire very much what your Committee on Children's Television is striving to do — but I am unable to busy to be involved at this time. Please accept my resignation from the Advisory Board with great regret and my best wishes

Sincerely
Caroline Charles

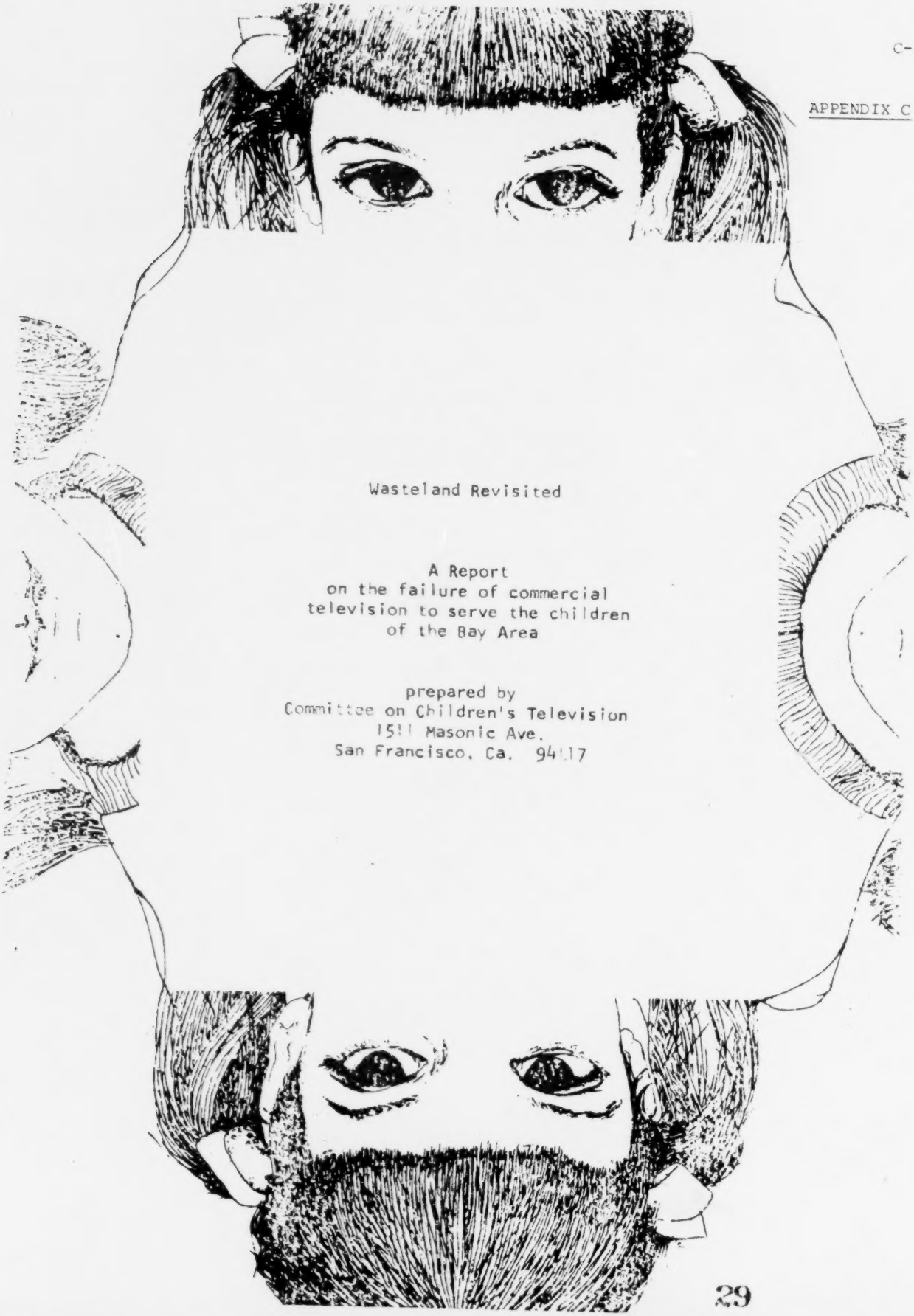
SUPPORTING ORGANIZATIONS

Booker T. Washington Community Service Center
Recreation Center for the Handicapped, Inc.
San Francisco Association for Mental Health:
  Committee on Children & Youth
San Francisco Unified School District:
  Advisory Committee on Drug Abuse Education
San Francisco Unified School District:
  Health & Family Life Education Department
San Francisco Council of Parent Participation Nursery Schools, Inc.
San Francisco Bay Area Girl Scout Council
San Francisco Chapter, National Association for
  Education of Young Children
San Francisco Motion Picture and Television Council
San Francisco Section, National Council of Jewish Women
West End P.T.A., San Rafael
Volunteer Auxiliary of the Youth Guidance Center

RESOURCE BANK ORGANIZATIONS

California Academy of Sciences
San Francisco Museum of Art
San Francisco Children's Opera Association

APPENDIX C



Wasteland Revisited

A Report
on the failure of commercial
television to serve the children
of the Bay Area

prepared by
Committee on Children's Television
1511 Masonic Ave.
San Francisco, Ca. 94117

In 1961, 56% of the programming for children on the 4 Bay Area commercial stations was locally produced. 28% of the programming was network, and 16% was made up of syndicated series. In 1971, even with one additional station, Bay Area commercial television's service to children has made a dismal decline. Local production has all but disappeared, and the airwaves have been flooded with inexpensive syndicated cartoons and re-runs of poor quality network shows. The networks, over a ten year period of rising concern about children's need for quality programming, have increased their children's schedule by less than 4 hours, and maintained a standard of quality far below the capacity of the industry and the needs of children.

An analysis of the fall program schedules for the 5 Bay Area commercial stations based on information available at this time, reveals that:[1/]

1) A full 80% of the programs directed to children on <u>weekdays</u> are old network and syndicated series, being re-run for the second or third time, and only 10% of <u>weekday</u> programming is contributed by a network.

1/ See page 2.

2) Despite the publicity given the new network formats, only 4 hours per week, less than 6% of the total children's schedule, is devoted to their new informational programs.

3) Not only are 5 out of 6 of the new informational programs being shown on Saturday, but two of them (NBC's and ABC's) are being run against each other, further reducing the effective quanity of programming and again demonstrating the detrimental effect of the competitive rating approach.

4) A full 41% of the total children's schedule is mindless cartoons, over 2/3 of which are re-runs. Over 58% of the weekend schedule is cartoons.

5) Only 1½ hours per week, 2% of the total schedule, are produced by local stations.

1/ In this analysis, stations have been given the benefit of the doubt, and all general entertainment programs (i. e.: "Bewitched", "Gilligan's Island", "The Addams Family", etc.) which are shown during children's prime viewing time and feature advertisements directed toward children (toys, cereals, etc.) have been included as a station's service to children.

Note also that general informational programs shown on a regularly scheduled basis (i. e., the National Geographic series on Saturday evening) have also been included as part of children's programming. Full schedules and statistical breakdowns appear in the appendix of this report.

The Committee on Children's Television is an organization of educators, professionals and concerned individuals formed to promote quality programming for the children of the Bay Area. In May of 1971, CCT was instrumental in introducing before the Board of Supervisors of the City and County of San Francisco, a resolution which asked the Federal Communications Commission to act to upgrade the quantity and quality of television programming for children. The resolution, which was passed unanimously,* specifically mentioned the need for programming "which adequately reflects the rich diversity of American Society." Although KRON-TV and KPIX-TV expressed support for the resolution in private meetings with Supervisors, and the resolution was specifically modified to reflect the stations' suggestions, the stations have taken no action to significantly change their children's programming policies or work with CCT toward better programming.

Since June, members of CCT have initiated meetings with management representatives of the 5 Bay Area commercial stations to express the broad community concern for better children's programming. This

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* See Appendix A, attached, for a copy of the resolution.

report describes the stations' response to CCT, and documents the attitudes and policies behind the stations' failure to serve the children of the Bay Area. The report concludes with CCT's recommendations for ways in which quality programming for children can be achieved.

KGO-TV, channel 7, owned and operated by the American Broadcasting Co.

KGO, although approached regarding the Board of Supervisors resolution, chose to ignore it completely, giving neither support nor news coverage. Editorial Director Herbert Levy told CCT that he felt that the resolution was unimportant and that he did not see how the station's support, or lack of support, would "make any difference."

When CCT met with Mr. Levy in early June, KGO had no locally produced programming for children, and had no definite plans to produce programming in the future. Mr. Levy mentioned that the station had an idea for a program called "Field Trip", but could give no definite date for when the program might be aired. When contacted in late August, however, KGO Program Director Herb Victor told CCT that "Field Trip" would be aired as a weekly, half-hour program starting in September.

Although ABC sponsored a conference on children's television in New York at the end of June, KGO did not send a representative, and

in fact, Mr. Levy was unaware of the conference until CCT asked him for more information about it.

Aside from producing "Field Trip" once each week, KGO's commitment to children consists of nothing more than throwing a switch that opens the network feed from ABC. ABC will offer a total of 7½ hours per week; 5½ on Saturday and 2 on Sunday. Of the 5½ hours planned for Saturday, 2½ hours are old fantasy shows (2 hours of cartoons and ½ hour of "Bewitched"), 1½ hours are new cartoon shows, ½ hour is pop music (American Bandstand), and 1 hour is devoted to a new, informational show, "Curiosity Shop". Of the 2 hours planned for Sunday, ½ hour is for a new program ("Make a Wish"), but this program replaces the much-heralded show "Discovery."2/ KGO offers no weekday programs for children.

KRON-TV, channel 4, NBC affiliate, owned by the Chronicle Broadcasting

Although KRON chose not to make a public statement at the Board of Supervisors' public hearing on children's television, the station gave both support and news coverage to the Supervisors' resolution. CCT expected that this support would be converted into a specific commitment by the station to make its own contribution to "upgrading the quantity and quality of children's programming". The support, however, has proved to be only token.

2/ Analysis of network programming from Warren Braren, Report to ABC Conference, 6/23/71.

Station President Aldo Constant informed CCT that it is the position of KRON that it is the parent, not the broadcaster, who is responsible for making sure that children are not exposed to programming that is unsuitable for them. He also stated that he felt that the station was under no obligation as a social educator to promote moral, ethical, or educational values.

KRON will do little to upgrade the quantity and quality of children's programming next season. The station will be airing one hour-long locally produced program on Sunday morning. In addition, the station has purchased 26 National Geographic specials to be shown on Saturday evenings.

In addition to the above two hours per week, KRON will be carrying 5 hours of network programming from NBC which will be shown on Saturday morning. Of these 5 hours, 2 are devoted to continuation of old cartoon shows from last year, 1 is for a new cartoon show, 1 is for a new informational show, ½ hour is for a new adventure series, and the remaining ½ hour replaces a Peabody Award winning informational show ("Hot Dog") with a revival of another ("Mr. Wizard"). KRON offers no weekday programming for children.

KPIX-TV channel 5, CBS affiliate, owned by Westinghouse Broadcasting Co.

KPIX, like KRON, supported the Board of Supervisors' resolution, but made no public statements at the Board hearings on children's television. Again, despite the lack of a public statement, CCT interpreted the station's support of the resolution as a commitment to contribute to the improvement of children's programming. Again, CCT was disappointed.

After their initial meeting with CCT on June 23, KPIX agreed to run public service announcements informing the public of the FCC inquiry on children's television and announcing the July 2nd deadline for comments. KPIX also told CCT that they had run announcements concerning the FCC Inquiry from a national group, Action for Children's Television, and that they would continue to run them through July 2nd. Later, after having asked for verification that the announements had been aired, CCT was informed by the station that neither the ACT nor the CCT spots had been run. General Manager William Osterhaus said only that the spots had not been aired because of a series of errors made by station personnel.

At 10:00 PM on Tuesday, August 17, KPIX aired a half-hour program, "Feed Them On Your Dreams", which was produced"in cooperation

with" the Committee on Children's Television, and dealt with ways in which television could better serve the needs of children. CCT was pleased to be given the opportunity to express its views, but disappointed that Mr. Osterhaus felt it sppropriate to conclude the program with what was essentially a promotional message for CBS and Group W programming, with an added reminder that it is parents, rather than broadcasters, who are really responsible for seeing that children are not exposed to unsuitable programming.

KPIX has no locally produced programming for children, and CCT was told flatly by Mr. Osterhaus that the station had no interest in producing a program for children in the future. In giving reasons for the station's lack of interest in airing any children's programming on weekday afternoons, he stressed the need for an adult "lead in" to the evening news.

Starting in the fall, KPIX will be airing a weekly, hour long informational program produced by Group W, called "Earth Lab". In addition, the station will carry 11 hours of programming from CBS. 5 of these hours are devoted to "Captain Kangaroo", which remains the only weekday network program for children. The remaining 6 hours will be aired on Saturday. Of these six hours, 2 are devoted

to cartoon shows from last year, 2 are new cartoons, and 2 are devoted to other new shows.

KTVU-TV channel 2, independent, owned by Cox Broadcasting Co.

Although KTVU received a news release regarding the Board hearing on children's television, it chose to give neither coverage nor support.

KTVU does not offer any programming for children that can truely be termed "locally produced". ("Romper Room", although locally originated, is based on a commercially-franchised format with program materials supplied from another location.) General Manager Roger Rice informed CCT that the station does not consider children's television high enough priority to warrent their doing a local production. He cited news and public affairs as the station's top priorities.

KTVU directs 4 hours of programming to children each weekday, of which 1 hour is devoted to "Romper Room", 1 hour is syndicated cartoons, and 2 hours are off-network adventure and comedy re-runs. When asked why 75% of the station's programming for children was

re-runs, Mr. Rice gave the lack of availability of better syndicated programming and the high cost of quality programs as the principal reasons. CCT saw no evidence that the station had made any effort to seek out better quality syndicated programming, and also felt that a station making a profit as considerable as KTVU's could be expected to pay the cost of adequately serving a substantial segment of the public.

KBHK-TV channel 44, independent, owned by Kaiser Broadcasting Co.

KBHK offers the highest quantity, and undoubtedly the lowest quality programming of any station in the Bay Area. This fall the station will carry 5 hours of programming directed at children each weekday, and 3½ hours on Sunday morning. All the programs are either inexpensive syndicated series or off-network re-runs, some of which are run twice a day. "Captain San Francisco," the station's only locally produced program, is being cancelled at the end of the summer and will not be replaced.

When asked about the dismal standard of quality demonstrated in the station's programming, General Manager Carlo Anneke told CCT that, at this time, the station could not afford anything of better quality. CCT feels strongly, however, that the holder of a

broadcast license has a responsibility to maintain a certain standard of public service regardless of his ability to make a profit. In this case, KBHK is not only failing to serve a substantial part of the Bay Area population, but is doing them a disservice. If the station is not prepared to air any decent quality programs for children, it could best benefit the children of the Bay Area by eliminating all current children's programs.

KBHK's weekday afternoon programs are presented in order of increasing sophistication (from cartoons to off-network comedy series) in order to appeal to the increasing age level of children tuning in as they come home from school. CCT find this ironic in view of Kaiser's claim, contained in their formal comment to the FCC Inquiry, that it is unreasonable to require a station to present different programming for specific age groups.

Recommendations

In order for their needs to be adequately served, the children of the Bay Area must be given:

1) programs which reflect the rich cultural and ethnic diversity of the population of the Bay Area.

2) programs which treat children as a special class with special human needs, rather than a group of mini-consumers.

3) programs which are shown at the hours when children are watching most: weekday afternoons from 3:30 to 6:00.

For these reasons, CCT recommends that each of the 5 Bay Area commercial stations begin work, as soon as possible, on entertaining and informational weekday afternoon programs, developed in cooperation with parents and professionals concerned with children (educators, psychologists, psychiatrists) and reflective of the cultural diversity of the Bay Area.

CCT further recommends that the 5 Bay Area stations follow the lead of stations in other parts of the country and:

1) offer at least 14 hours per week of programs directed to 3 specific age groups (pre-school, grade school, and teenagers

2) until non-commercial sources of underwriting and support are developed, cluster commercial messages during children's programming so as to have no interruption of program content.

3) seek out quality syndicated films and programs, from foreign as well as domestic sources.

4) actively seek films and programs of special interest to minority groups.

APPENDIX A

MEMORIALIZING FEDERAL COMMUNICATIONS COMMISSION TO UPGRADE QUANTITY AND QUALITY OF CHILDREN'S TELEVISION PROGRAMS.

RESOLUTION NO. 287-71

WHEREAS, There are 230,000 children under thirteen years of age in the City and County of San Francisco who watch television many hours per week; and

WHEREAS, President Nixon observed in a message to Congress on education that today's children have watched an average of 15,000 hours of television by the time they finish high school (compared with 11,000 hours spent in classrooms); and

WHEREAS, Television is a major force in the development of our children and research has shown that, when provided a choice, children will often select to view those programs which, in an interesting format, foster learning, provide motivation, satisfy curiosity, and provide social interchange over those programs which are designed solely to entertain; and

WHEREAS, The three major commercial networks in San Francisco, of a total viewing time of 378 hours per week, only schedule programs for children for 24 hours and over two-thirds of these hours are devoted to weekend cartoons; and

WHEREAS, The right of children to quality programming is both implicit and explicit in commercial broadcasting laws and regulations; and

WHEREAS, By Notice of Inquiry and Notice of Proposed Rule Making adopted January 20, 1971, the Federal Communications Commission invited broadcasters and other interested parties to file comments regarding children's television to be considered at a hearing to be held on July 2, 1971, with reference to this matter; now, therefore, be it

RESOLVED, That this Board of Supervisors does hereby endorse and applaud the efforts and interest of community groups in improving children's television programming, and the efforts and interest of local television broadcasters in being responsive to the needs and wishes of the community; and be it

FURTHER RESOLVED, That this Board of Supervisors, as part of the Board's overall interest in and responsibility for the welfare and education of the youth of the City and County of San Francisco, does hereby affirm the need for broadcasters to plan their programs to be responsive to the needs and interests of all substantial groups in their listening public, including children, and requests the Federal Communications Commission to take appropriate steps to work with the television industry and the community to improve quantity and quality of children's programming, and to encourage programming which reflects the rich diversity of the American Society.

I hereby certify that the foregoing resolution was adopted by the Board of Supervisors of the City and County of San Francisco at its meeting of May 10, 1971.

ROBERT J. DOLAN, Clerk

Approved: May 14, 1971

JOSEPH L. ALIOTO, Mayor

May 19, 1971—1t

APPENDIX B

PROGRAMMING DIRECTED TO CHILDREN BY THE 5 BAY AREA COMMERCIAL STATIONS (in hours per week)

1971

	local	network	syndicated	total
KPIX	0	11	1	12
KRON	1	5	1	7
KGO	.50	7.50	0	8
KTVU	5*	0	15	20
KBHK	0	0	28.50	28.50
TOTAL	6.50	23.50	45.50	75.50

local: 9% network: 31% syndicated: 60%

* "Romper Room" is counted as locally produced in this breakdown

1961

KPIX	7.50	8.25	2.00	17.75
KRON	8.50	4.50	1.25	14.25
KGO	13.50	7.00	1.50	22.00
KTVU	9.75	0	6.25	16.00
TOTAL	39.25	19.75	11.00	70.00

local: 56% network: 28% syndicated: 16%

Source: TV Guide listings for February 25, 1961

APPENDIX C

BREAKDOWN OF BAY AREA PROGRAMMING BY PROGRAM TYPE
(in hours per week)

1971

	new info.	cartoon	other*	total
KPIX	2	4	6	12
KRON	2.50	3	1.50	7
KGO	2	4	2	8
KTVU	-	5	15	20
KBHK	-	15	13.50	28.50
TOTAL	6.50	31.00	38.00	75.50

informational: 9% cartoon: 41% other: 50%

* aside from "Captain Kangaroo" and "Romper Room", other is made up of adventure and comedy series.

APPENDIX D

CHILDREN'S PROGRAM SCHEDULES OF BAY AREA STATIONS

KGO-TV

Saturday:

7:00 Real Jerry Lewis
7:30 Road Runner
8:00 Funky Phantom
8:30 Jackson 5
9:00 Bewitched
9:30 Lidsville
10:00 Curiosity Shop
11:00 Johnny Quest
11:30 Lancelot Link
12:00 American Bandstand

Sunday:

9:30 Field Trip (local)
10:00 Reluctant Dragon
10:30 Double Deckers
11:00 Bullwinkle
11:30 Make A Wish

KRON-TV

Saturday:

7:00 Doctor Dolittle
7:30 Woody Woodpecker
8:00 Deputy Dawg
8:30 Pink Panther
9:00 Barrier Reef
9:30 Take A Giant Step
10:30 Boogaloos
11:00 Mr. Wizard
11:30 Jetsons

7:00 PM National Geographic Specials

Sunday:

8:00 Getboxtickle (local)

KPIX-TV

Monday through Friday:

8:00 Captain Kangaroo

Saturday:

7:00 Josie and Pussycats
7:26 In The News
7:30 The Monkees

KPIX continued:

7:56 In The News
8:00 Bugs Bunny
8:30 Scooby Doo
8:56 In The News
9:00 Harlem Globetrotters
9:26 In The News
9:30 Here Come The Bears
9:56 In The News
10:00 Pebbles and Bam Bam
10:26 In The News
10:30 Archie's TV Funnies
10:56 In The News
11:00 Sabrina
11:26 In The News
11:30 Earth Lab
12:30 You Are There
1:00 Children's Film Festival

KTVU-TV

Monday Through Friday:
8:00 Popeye
8:30 Romper Room

3:30 Cartoon Town
4:00 Lost in Space
5:00 Please Don't Eat The Dasies
5:30 Gilligan's Island

KBHK-TV

Monday Through Friday:
12:00 Banana Splits
12:30 Marine Boy

3:00 Kimba
3:30 Banana Splits
4:00 Speed Racer
4:30 Popeye
5:00 Three Stooges
5:30 The Addams Family
6:00 The Flintstones
6:00 The Munsters

Sunday:
8:00 Yogi Bear
8:30 Kimba
9:00 Banana Splits
9:30 Speed Racer
10:00 Popeye
10:30 Three Stooges
11:00 The Flintstones

APPENDIX D

TELEVISION AND CHILDREN'S NEEDS

A report prepared by
The Committee on Children's Television
1511 Masonic Avenue
San Francisco, California

The 1970 Census Report states that out of a total San Francisco/ Oakland metropolitan area population of 3,109,519, there are 726,367 children under 14 years of age. A review of the 1971 License Renewal Applications of the Bay Area commercial television stations reveals that this significant segment (23.4%) has been almost totally ignored by the stations in their research to determine the needs and interests of the community.

One of the requirements which the Federal Communications Commission places on television broadcasters is that they "ascertain", through methods such as interviews, surveys and consultations, the "needs and interests" of the communities which they serve. This is part of the broader requirement of the Communications Act of 1934 that, since the airwaves are public property, all stations must operate in the public interest.

The Committee on Children's Television feels that to truly serve the needs of children, television broadcasters must first determine those needs. This report documents the failure of Bay Area commercial television stations to include the needs of children in their ascertainment process. After outlining reccomendations for ways in which children's needs should be researched, the report concludes with a compilation of statements from concerned professionals and individuals. The statements, on the subject of children and television, are representative of the broad community concern and commitment which the stations have failed to reflect in their License Renewal Applications.

KTVU-TV, Channel 2

The 1971 License Renewal Application which Cox Broadcasting Company has submitted for KTVU offers no indication that the station has made any effort to ascertain the needs of the children of the Bay Area. In fact, there are very few references to children at all in the entire application, although the station devotes a significant portion of its schedule to programs directed to children.

Section IV-B, Part Ib of the application refers to the station's meeting with CCT and also refers to a meeting with S. I. Hayakawa in which "a possible series by Dr. Hayakawa on a children's program" is mentioned. A later section of the license mentions a one hour special program "Winnie the Pooh" which was put on by the station, and also includes a promotional press release regarding awards won by "Romper Room" which is run by the station on weekday mornings. There is no indication that the station has solicited input from the community in developing programs specifically for the children of Oakland, the station's city of license, nor is there any indication that the station has made efforts to use the resources in the community for development of regularly scheduled children's programming.

Despite the need expressed in the meetings with CCT and with Dr. Hayakawa, the station proposes no new programs for children. In the Past Programming section of the application, several letters from the public are included in response to a program called "Cousin Wash" which was produced by the station and shown once during the summer. CCT feels that the measuring of audience response is one method a station could use as part of a program to research community feelings on children's needs. Again we were disappointed to find no indication in the application that the letters would be used for this purpose.

KBHK-TV, Channel 44

The 1971 License Renewal Application which Kaiser Broadcasting Company has submitted for KBHK gives no indication that any specific program of ascertainment was undertaken for the needs of children, although like KTVU the station directs a large proportion of its programs to children. The station does, however, propose to produce a local program for children.

In Section IV-B, Part Ic of its application, the station states that it is working on the production of a bilingual program for Spanish-speaking children. "Through its ascertainment process," the application states, "the applicant has become aware of the need for bilingual educational instruction for members of the Spanish-speaking community." The proposal goes on to describe the ways in which a program of this type could help to alleviate the difficulties of Spanish-speaking Americans. Although very little specific information about the program is given, the application states that it would be developed in cooperation with several community agencies and probably draw on resource people from the community.

CCT feels that the basic concept of the proposal is good, both because it involves drawing on the available resources in the community and because it involves a specific program to answer a specific need of Bay Area children. However, CCT questions very strongly whether or not the station seriously intends to develop the program. CCT questions why, if the program is under development, it was not mentioned by General Manager Carlo Arreke in his meeting with CCT on July 20, 1971. CCT also notes the following statement which concludes Part Ic of the application: "the applicant wishes to emphasize again that the proposed projects outlined in this Exhibit may not come into

realization whould the applicant fail to achieve an economically viable status." As has been stated in an earlier report, CCT feels that the holder of a broadcast license has a responsibility to adequately serve all segments of the public regardless of his ability to make a profit.

KGO-TV, Channel 7

As with other stations, KGO's License Renewal Application makes no mention of any station-initiated effort to specifically measure the needs of the children of the Bay Area. There are, however, several references in the application to children, and the station also proposes a locally-produced program for children.

Section IV-B, Part 1b of the application states "The increasing awareness that better programs must be developed for children has stimulated the creation of programs which hopefully entertain young viewers at the same time that they offer instruction." Although this "increasing awareness" may be a good thing, CCT doubts that programs which truly serve children's needs can be developed in the absence of efforts to determine those needs.

In Part 1c of the same section, the station proposes the production of a program called "Field Trip." The program will be for 6 to 12 year olds and consist of "filmed visits to places of interest" with a question session in the studio afterwards. Although it is significant that the station has proposed to do a local program, the application does not indicate any plans to draw on community resources in producing the program, nor does it indicate what, if any, specific needs will be served by the program.

KPIX-TV, Channel 5

Again, the License Renewal Application submitted by Westinghouse Broadcasting Company for KPIX offers no indication that the station made any effort to specifically ascertain the needs of children. The application does mention the station's meetings with CCT and also the program "Feed Them On Your Dream" which the station aired on the subject of the need for improvements in children's television programming.

Despite the absence of any ascertainment concerning children's needs, the application does include the following statement: "KPIX believes that the need exists for high quality and stimulating television programming designed especially for the children of the Bay Area". The application proposes that by "early 1972" the station will be airing a locally produced program for children that will "contribute to development by expanding knowledge of the surrounding area" and will embody "new and innovative approaches to local children's programming techniques."

In an earlier report, CCT mentioned that KPIX General Manager William Osterhaus had told the Committee that the station had no interest in producing a local program for children. Thus CCT was surprised to learn that the station proposed to do a program in its license application. In a meeting on September 10, 1971 Mr. Osterhaus told CCT that it was "for competitive reasons" that he did not tell the Committee about their program plans before the information became public on September 2nd. He later said that there were things in the station's renewal application which he did not want the other stations to know about prior to September 2nd so he had chosen to be "secretive and bite the bullet". CCT questions what "competitive reasons" were so strong that the station considered them more important than being open and honest with members of the community. CCT also feels that another possible reason for our not being informed of the

station's plans earlier is that the decision to produce a local program was made at some time after our initial meetings with station management.

Despite the above questions, however, CCT recognizes KPIX's willingness to utilize community resources in the development of a local program. At the September 10th meeting, Mr. Osterhaus agreed to prepare a written statement concerning the way in which the station's local program would be developed. However, it was not until he had received a press release concerning this report that he sent a letter to CCT, by messenger, which stated that the program would be developed through "meetings with many people from the Bay Area who are interested in children and how television might be used to serve their special needs".

KRON-TV, Channel 4

Because of yet unresolved legal action concerning its 1968 License Renewal Application, KRON does not have an application for 1971. Thus CCT has no way of evaluating the station's efforts to ascertain the needs of children.

Over a period of two weeks, CCT attempted through telephone calls and contacts with station employees to reach management representatives and give them the opportunity to make a statement regarding the station's ascertainment policies. When finally contacted by CCT, Station President Aldo Constant said that he would be unable to make a statement without first consulting his attorneys. As of this writing, CCT has received no statement from him.

Recommendations

CCT feels that it is entirely within the spirit of the Communications Act of 1934, by which all broadcasting is regulated, to expect that television licensees will ascertain the needs and interests of children under 14 as well as those of adults. Since this has not been done by any station, CCT recommends that stations take immediate steps to:

1) specifically ascertain the needs of children in three age groups (Pre-school 2-5, Primary 6-9, and Elementary 10-12). This could be done both through surveys of children themselves and through interviews and consultations with professionals concerned with children, parents and others.

2) design programs to specfically meet the needs of children in each group.

3) insure that members of the community will be given an opportunity to participate in the development of programs to serve their children's needs.

4) utilize fully the resources available in the community for the development of programs.

Part of the reason that stations have failed to ascertain the needs of children lies in the fact that the Commission has never explicitly required them to do so. Therefore, we further recommend that as part of the pending FCC inquiry into children's television, the Commission consider the possibility of designing a special section of the television license application which refers to children specifically.

Part II

An Expression of Concern

Mary B. Lane, Professor of Education, San Francisco State College

"Television for children today is for the most part harmful---harmful because it feeds children a diet so spiced with grusome horrors, doubtful motivations, and unreal monstrosities that a more wholesome diet loses its attractiveness; harmful because the child viewers are tantalized with all the materialistic goods of a too affluent culture. TV makes the job of helping children to become discriminating and to develope good taste a thousand-fold more difficult.

In addition to being harmful, TV, with the exception of one or two educational programs, is missing a tremendous opportunity of presenting to the youth of our country the great diversity of people and of cultures which makes the United States unique."

Dr. Arthur Berger, Professor of Social Science, S. F. State College

"Television has not come anywhere near realizing its fantastic potential. What we have in television is the most powerful mechanism for teaching, for expanding our experience and understanding of the world, and for affecting behavior, and it is all thrown away because of commercial considerations in a large measure. Children's Television, in particular, is an offender, for it is permeated with violence, encourages passivity, and is creating a generation of cynics, who learn that the ads don't tell the truth and tend to extrapolate this bit of wisdom and end up not trusting in anyone---perhaps not even in themselves. Children's television has a special obligation, because of the

Dr. Arthur Berger--continued

particular vulnerability of youngsters, to be a service to them, to stimulate their imaginations and help them grow.

I would suggest that the following changes might be useful if we wish to fully exploit television's vast possibilities for being a constructive element in the socialization of children: There should be much more programming for children, and for children of varying ages. Children from 8 to 12 should be considered as well as younger ones. All children are curious and eager to learn about the world; this curiosity should not be deadened, the way it tends to be in most children's programming.

I think that program formats should be developed in which children participate more than they do now. . . this participation should involve the cast of the programs as well as children in the audience. Otherwise children get the idea that they 'have a right' to turn on a knob and be entertained, while not doing anything themselves. And they also get the notion(if programs are dominated by adults) that adults should somehow 'entertain' children---that that is part of the relationship.

I would also not have programs interrupted with advertising; I don't know if it is possible to eliminate advertising completely, but the most I would allow would be before and after programs. I would also make certain that commercials do not manipulate children by giving them unrealistic expectations."

Michael Shapiro, San Francisco Coordinator, Children's Television Workshop

"Television has always been---theoretically at least---in the public dominion. In actuality, of course, the public in general has always been on the receiving end with very little access to programming and production. This is true among white middle class communities but even to a greater degree among the other cultures and communities in our nation. Non-white and non-Englis speaking communities particularly have found themselves with little or no access to the media.

This situation is even more acute when children's programming is analysed. The direction and mode of almost all children's television programs show little or no regard to the child's emotional, educational, or cultural needs. Although much can be done on a national level regarding the meeting of these needs, much must be done locally. For in the final analysis the greatest degree of flexibility and access can be provided by local community television stations. Such efforts, taken on collectively by cooperating Bay Area stations or by individual stations offer the most relevant hope for immediate action."

Miriam Levy, Consultant and Author

"As a consultant on innovative programs for children and families in the ghetto, I have observed over a number of years, with increasing alarm, the negative effects of the enormous amount of of time almost all of these children spend watching television.

Miriam Levy--continued

Although perhaps the more advantaged children watch television less because there are more options for them to take advantage of programs and facilities, studies are clear that they, too, are being victimized by the shoddy quality and violence spewed forth daily.

The long hours of the day when children are out of school and those lengthening bedtime hours, as well as those hours when children too young or otherwise unable to attend day care or pre-schools are at home, are the vacuums which determine our future. Whether or not we agree with 'Skinnerism' and the concept of behavioral technology, about which I have the gravest reservations, we do know that we have already been conditioning our children, our future, negatively. The question remains as to whether or not we have mortgaged ourselves and our children to advertising and the conditioning which it is offering, or can we through policy and programming set the conditions for creativity and constructiveness?

The answer, obviously in my opinion, is yes. We have the capacity to accomplish this and speedily."

Rev. George C. Conklin, Jr., Director, Television and Community Proje
N. California Conference, United Church of Christ

". . . Young people and television are great resources. I have worked with young people, in many different situations, for more than 20 years. They excite me as they explore new ideas, new

Rev. George Conklin--continued

relationships and new understandings. I have worked with television for some 15 years. Each new artistic or technological development excites me. In a little over 20 years we have seen a quantum jump in man's ability to be in touch with others---around the world and even to the moon. It is tragic that we have used a technological resource to manipulate our greatest resource our youth. Television too long has suggested to them that violence can resolve problems, that happiness can be found in a toy or a pill, that the world is essentially white middle class. The potential of television to help our youth learn and grow to maturity is most exciting, it must be realized!"

Mrs. Marian Hampton, Parent

"My major complaint about children's television has to do with commercials: the television industry has allowed advertising to children of nutririonally unsound foods---of this we are all aware. And some of us are aware that irresponsibility to our children is taking place on a subtler level as well: here in America, the land of self-perpetuating institutions, advertising for children's television has created the self-perpetuating toy, the Barbie doll whose clothes eventually cost more than the child's own, and the little motorized cars which go out of style every year and break down on a ratio equal to the real thing. Children are thus prepared for the adult consumer world of getting and spending, where the basic enjoyments are wearing clothes

Mrs. Marian Hampton--continued

and buying new cars. Our children have become a carefully prepared market.

These commercials are discriminatory in establishing status symbols for children living in very different economic situations; the commercials also tend to be more energetic and artful than the pallid programs they accompany, thus an even more subtle level of collusion by contract is established.

As far as programming is concerned, it seems to me that the real issue is the contimual servicing by the television industry of only one level of understanding in children. Our children are different---they have different needs and wants. And the same child has different needs at different times. Just as many parents are seeking diversification in cultural experiences and in educational services for their children. so they are uneasy about the undiversified approach of children's television offerings.

If television for children could be treated as an informational medium, rather than as a commercial medium, many of the problems we parents are concerned about would vanish, and a whole new era of respect for humanity could be ushered into societ, via the media. Perhaps this might even spur the television industry to see adults as human beings, rather than as consumers!"

Joseph Hartog,M.D., Chairman, Committee on Children and Youth, San Francisco Association for Mental Health

"The Committee on Children and Youth respectfully urges the FCC to consider guide lines which would provide a greater diversity of programming and the elimination of frequent hard-sell commercial pressure upon children through television.

We specifically recommend: (1) That children's programs be increased in number and be oriented toward helping children achieve a more realistic understanding of life to prepare them to face life's problems. The present over emphasis on cartoon fantasy and violence hardly serve that need. (2) That all daytime commercials for proprietary drugs and medications be eliminated from television. The tone and philosophy of such commercials suggest simplistically that if one has a problem, one should take a pill. A recent commercial even showed a woman taking a sleeping pill because she was worried about her bridge game. Children who receive a large part of their education from television, in effect, are being taught to become drug addicts. Since children watch television throughout the day, the restriction must cover the entire day. (3) That commercials for rich carbohydrate and nutrionally empty foods be eliminated from children's programming. Again, the harmful education has long range detrimental effects. Scientific studies have demonstrated that poor material nutrition during pregnancy increases the chances for a baby to be born with various birth defects. . . Television must not continue to perpetrate these destructive nutritional habits."

Bobby Thompson, Parent

"If the 60's have been anything, they have been a decade of enlightenment. The mass media, television in particular, has been partly responsible. I find it inexcusable, therefore, that while in some areas television becomes the inescapable eye of truth, in all other respects it remains the senile old grandfather promulgating all the half-truths, stereotypes and lies of past decades.

This is particularly true in the case of so-called children's television. The question to me is: What are our children worth. And the answer is obvious. We who are fighting for truth in education can no longer ignore the one-eyed monster that sits in our living rooms dehumanizing our children. The battle of the 70's is transforming that little window into the eye of truth."

APPENDIX E

Proposed Staff

Executive Director	Sally Williams
Secretary/Co-ordinator	Donna Lifshin
Monitoring Consultant	Linda Ormiston, Ph.D.
Family Education Consultant	to be selected
Legal Advisor	Paul J. Mundie, Esq.

RESUME
June, 1972

Sara (Sally) Wilson Williams
1511 Masonic Avenue
San Francisco, California 94117

Tel. 626-2896

Birthdate: April 17, 1934
Chicago, Illinois

Married: George A. Williams, Jr.
Four children: Peter (6), Jennifer (4), Maria (2), Erica (9 mo.)

EDUCATION

University of Illinois, B.S. 1956

Graduate Courses

University of Chicago
University of California, Berkeley
California State University, San Francisco
Harvard University (Auditor)

EMPLOYMENT

Jan. 1965 - Feb. 1968	Assistant Executive Administrator Educational Projects, Inc. Urban Education Consultants to the Office of Economic Opportunity for Project Upward Bound, Washingon, D.C. Salary: $14,000
Dec. 1964 - Nov. 1965	Executive Director Community Effort for Disturbed Children San Francisco, California
Aug. 1964 - Nov. 1964	Office Manager San Francisco Committee to Elect President Lyndon B. Johnson San Francisco, California
Sept. 1962 - May, 1963	Elementary Teacher Cambridge Public Schools Cambridge, Massachusetts
Sept. 1956 - June 1961	Elementary Teacher San Francisco Unified School District San Francisco, California

NON-COMPENSATED ACTIVITIES

Oct. 1969 - Present	Co-Chairman Committee on Children's Television San Francisco, California
	Bay Area Resource Chairman Action for Children's Television Boston, Massachusetts
Feb. 1968 - Dec. 1968	Consultant National Alliance of Businessmen Research Project on Health Rejections of the Low Income Job Seeker Baltimore, Maryland
Mar. 1968 - June 1968	Executive Committee Robert Kennedy for President Baltimore, Maryland
Apr. 1968 - Sept. 1968	Volunteer Coordinator Free University Johns Hopkins University Baltimore, Maryland
Sept. 1966 - 1968	Consultant Southeast Neighborhood Council Education Committee Washington, D.C.
Sept. 1967 - Dec. 1968	Co-organizer National Consumer Survey of Supermarket Practices Regarding Pricing Practices in Low-Income Neighborhoods (National Survey - see U.S. Congressional Record for Hearing Reports)
Oct. 1963 - Nov. 1965	Board of Directors Service Committee on Public Education San Francisco, California
Nov. 1963 - June 1965	Co-Chairman Western Addition District Council Cultural Enrichment Committee for the Drama Demonstration Project San Francisco, California
1963 - 1965	Consultant Western Addition District Council Motivation and Library Committee San Francisco, California

1963 - 1965	Consultant Haight-Ashbury Neighborhood Council Education Committee San Francisco, California
1963	Assistant Women's Chairman Leo McCarthy for Supervisor San Francisco, California
1959 - 1965	Board Member Golden Gate Democratic Club San Francisco, California
1958 - 1961	Co-Founder San Francisco Friends of the Public Library San Francisco, California

REFERENCES

Louis Menand, III, Ph.D.
Assistant Provost
Massachusetts Institute of Technology
Cambridge, Massachusetts

Robert N. Akeley, M.D.
736 Bay Street
San Francisco, California

Donald B. King
65 West Portal Avenue
San Francisco, California

Mrs. Irving Levy
2011 Broadway
San Francisco, California

Assemblyman Leo T. McCarthy
State Office Building
350 McAllister Street
San Francisco, California

John J. Ferdon, District Attorney
880 Bryant Street
San Francisco, California

James L. D. Lamm, M.D.
4333 California Street
San Francisco, California

Alan Blackmer, Ph.D.
Head Master (retired)
Phillips Academy
Andover, Massachusetts

Robert Christan
President
St. Mary's College
LaCrosse, Wisconsin

Henry D. Jacoby, Ph.D.
The Kennedy Center
Harvard University
Cambridge, Massachusetts

Robert Mendelsohn, Supervisor
City Hall
San Francisco, California

RESUME

June 1972

NAME: DONNA LIFSHIN

ADDRESS: 6100 Chabot Road
Oakland, Calif. 94618
(415) 653-6483

INTRODUCTION:

I have, for the past few years, been concerned with the educational process and social issues. These interests evolved out of my studies in art history, language (Italian and Somali) and African studies and led to my experience in Africa teaching and subsequently in curriculum development, experimental educational programs and involvement with community based programs. Working in these areas made me realize the need to bring quality to children's development besides that which they receive in school.

EDUCATION:

Los Angeles City College
Los Angeles, Calif.
September, 1959 - June, 1961
Major in history

U.C.L.A.
Los Angeles, Calif.
September, 1962 - June, 1964
Major in art history
Degree: Bachelor of Arts

Advanced Academic Studies:

University of Southern California
Los Angeles, Calif.
June, 1966 - August, 1966
Graduate studies in education

U.C.L.A.
Los Angeles, Calif.
January, 1967 - August, 1967
Graduate studies in African Studies Department

PROFESSIONAL EXPERIENCE:

-June, 1964 - April, 1966

PEACE CORPS VOLUNTEER IN THE SOMALI REPUBLIC, EAST AFRICA

Taught English as a foreign language at Scuola Media Inferiore (Intermediate School, age range 10-20) and Ragionieri (Adult Technical School, age range 15-45).

Advisor to the Ministry of Education on curriculum development for unifying the educational system of the Northern and Southern regions of the country.

Translator of educational documents (English to Italian and Italian to English) for the Minsitry of Education, Somali Republic.

-September-December, 1966

RECRUITER FOR THE PEACE CORPS, WESTERN REGIONAL OFFICE IN SAN FRANCISCO

Travelled extensively in the western United States, scheduling and coordinating and speaking at various university and college campuses.

Public Relations work for the Peace Corps on radio, television and the press.

-June-September, 1967

EDITOR ON AFRICAN ARTS/ARTS d'AFRIQUE MAGAZINE FOR THE U.C.L.A. AFRICAN STUDIES CENTER

This involved interviewing and researching materials and experience in lay out.

-September, 1967 - June, 1968

ELEMENTARY SCHOOL TEACHER AT P.S. 175 IN NEW YORK CITY (Harlem)

Involved with teaching third grade children with behavioral problems. Utilized the "core" method of teaching, integrating lessons around a central social studies theme.

Worked closely with Community Participation Education Program, a Harlem community organization, contacting parents in the vicinity and acted as a laison between the school and community.

-September, 1968 - June, 1969

FIFTH GRADE TEACHER AT DURANT SCHOOL (ESEA), OAKLAND PUBLIC SCHOOL SYSTEM

Worked with other teachers in developing individualized skills program for Black children

-September, 1969 - June, 1971

LEARNING FACILITATOR AT COLUMBUS INTERMEDIATE SCHOOL, BERKELEY PUBLIC SCHOOLS

Responsible for a multi-graded class (4,5,6) and a member of a skills development team that created materials and programs for 120 children at various ability levels.

Developed a class in Italian language and culture for high potential children.

Participant in Collaborative Problem Solving Group at school site.

Participant in Urban Studies Project, a pilot program to develop an intra-regional approach for children to learn about resources in the Bay Area.

-September, 1971 - June, 1972

LEARNING FACILITATOR AT JOHN MUIR CHILD DEVELOPMENT CENTER, BERKELEY, CALIF.

An open classroom setting modeled after the British Infant School for third grade children. This is an alternative school and part of the Experimental Schools Program.

Master teacher in charge of several student teachers and coordinator of 16 parent-volunteer teachers.

In-service training in this area has included workshops at various educational institutions at the following locations:

1. June - July, 1971 - Visited models of the British Primary Infant School in Cambridge, England.
2. University Elementary School at U.C.L.A. under Dr. Madeline Hunter.
3. Man-A course of Study, a social studies curriculum developed in cooperation with the Ford Foundation, Fresno, Calif.
4. Grape Street School, a model for open classrooms, Watts, California.

- June, 1972

WORKSHOP LEADER AT INTERSESSION WORKSHOP SPONSORED BY CORO FOUNDATION,

LONE MOUNTAIN COLLEGE, SAN FRANCISCO, CALIFORNIA

Facilitator at workshop concerning crises in education presented by desegrated classroom, educational bureaucracy , classroom behavioral problems, and teaching resources and materials.

Vita

Linda Hoover Ormiston
1492 Chukar Court
Sunnyvale, California 94887

Education

University of Oregon	1964-1968	B.A., Honors College	Psychology, Math
Stanford University	1968-1972	Ph.D.	Psychology

Honors and Awards

1964-68	Dean's List of Honor Students
1964-68	University of Oregon Development Fund Merit Scholarship
1964-65	University of Oregon Dad's Scholar
1964-65	Pendleton Kiwanis Scholarship
1966	Phi Theta Upsilon, Junior Women's Scholastic and Service Honorary
1967	Mortar Board, Senior Women's Scholastic and Service Honorary
1968	Phi Beta Kappa
1968	Psi Chi, Undergraduate Psychology Honorary
1968-69	Honorary Woodrow Wilson Fellow
1968-72	National Institute of Mental Health Personality Trainee

Work and Research Experience

1966-68	Research Assistant for Professor Robert Weiss, Principal duties were developing an observation system of live, two-person interactions and computer analysis of the data.
1966-67	Research Assistant for Professor Robert Ziller
1967-68	Research Assistant for Professor Gerald Patterson. Principal duties were training and supervising mothers as observers of family interaction.
1968-70	Researcher investigating nursery-school children's imitation of film-mediated aggression verbally reinforced (positively or negatively). The program included developing an observation system for imitative and nonimitative (not displayed in the film) aggressive behaviors demonstrated by the children after they had seen the films; and training observers to use the observation system. Work was supervised by Professor Albert Bandura.

1968-72 Free-lance consultant on computer analysis of psychological data.

1970-71 Clinical Trainee, Department of Psychiatry, Stanford University.

Teaching Experience

1964-68 Individual tutoring in mathematics

1968-72 Supervisor for undergraduates involved in directed research and reading.

Winter 1970 Developmental Psychology, Section Leader

Spring 1971 Experimental Social Psychology, Lab Section Leader

Publications and Papers

Hoover, L.K. and Rinehart, H.H. The effect of an outside observer on family interaction. Unpublished manuscript, University of Oregon, 1968.

Hoover, L.K. Personality correlates of emitted reinforcing behavior. Unpublished Bachelor's thesis, University of Oregon, 1968.

Hoover, L.K. The effect and positive and negative self and social reinforcement on imitation of film-mediated aggression. Unpublished manuscript, Stanford University, 1969.

Ormiston, L.H. Factors determining response to modeled hypocrisy. Doctoral dissertation, Stanford University, 1972. In preparation for publication.

References

Professor Albert Bandura
Department of Psychology
Stanford University
Stanford, California

Professor David Rosenhan
Department of Psychology
Stanford University
Stanford, California

Professor Walter Mischel
Department of Psychology
Stanford University
Stanford, California

Dr. Gerald Patterson
Oregon Research Institute
P. O. Box 3196
Eugene, Oregon 97403

Professor Robert Weiss
Psychology Clinic
University of Oregon
Eugene, Oregon

BIOGRAPHICAL INFORMATION

Paul J. Mundie

Mr. Mundie was born in Milwaukee, Wisconsin, and attended Harvard College, where he received an A.B. cum laude in Psychology.

Following his graduation, he was awarded a Henry Russell Shaw Fellowship for independent study and travel in Europe. He attended Harvard Law School, was an Editor of the Harvard Law Review, and received his J. D. magna cum laude. After graduation, he was awarded a Frederick Sheldon Fellowship for travel, during part of which he participated in a comparative study of techniques and methods of historical preservation in Asia and Europe.

Mr. Mundie is presently associated with the firm of Heller, Ehrman, White and McAuliffe in San Francisco.

APPENDIX F

CCT PUBLIC EDUCATION PROGRAM

Meetings - Guest Speakers (January 1972 to June 1972)

Emeryville Pre-School Parents
Old Presbyterian Church Couples Club
Oakland Motion Picture and Television Council
Grass Valley PTA
Milpitas PTA
St. Phillips PTA
San Francisco Motion Picture and Television Council
San Francisco Mental Health Association Committee on Children and Youth
E. R. Taylor PTA
Marin Motion Picture and Television Council
Contra Costa County PTA
East Bay Motion Picture and Television Council
Burlingame Methodist Church
Temple Methodist Church
Northern California Motion Picture and T.V. Council
Farragut School PTA
Anna Yates School - Parent Group
Milbrae Cooperative Nursery School
American Association of University Women

Symposiums - (Workshop Leaders and/or Guest Speakers)

University of California Extension: Our City - Our Children - Getting it Together
Mt. Diablo Junior College - Committee on Arts and Lectures

Guest Lectureship

Universities and Colleges Stanford University Political Science Seminar
California State University at San Francisco - Sociology Class
California State University at San Francisco - Communication Seminar
California State University at San Francisco - Early Childhood Education

Television

KPIX	"Feed Them on Your Dreams," a half hour prime time special produced in cooperation with CCT (hostess - Helen Bentley)
KGO	"BAY SCENE" - CCT discussed children's TV with five general managers. (hostess - Claire Mack)
KGO	"AM" - CCT has appeared twice (host - Jim Dunbar)
KBHK	Jerry Lange Show
Cable T.V.	Aired S.F. Board of Supervisors Hearing
Cable T.V.	Aired "But First This Message."

Television (continued)

University of California at Berkeley Station

Radio

KSFX
KGO radio Jim Dunbar
KGO radio
KWUN
KCSM

Articles

San Francisco Magazine
San Francisco Bay Guardian
San Francisco Chronicle Pink Section (twice)
University of California Newspaper
San Francisco State College
Broadcasting Magazine

Publications

Wasteland Revisited
T.V. and Children's Needs

(Note: Both of these publications are available on Microfich and in hardback through the U.S. Department of H.E.W.'s E.R.I.C. Clearinghouse on Media and Technology.)

Consulting Services

Denver Committee on Children's T.V.
San Antonio Committee on Children's T.V.
San Jose Junior League
Numerous graduate students in communications and broadcasting at Stanford, Berkely, and California State College - San Francisco.

APPENDIX G

CCT Financial History — March 1971 to February 1972

Income

Grant from Action for Children's Television, Inc.	$ 200.00
Unsolicited Contributions	145.00
Personal Contributions from Mrs. Sally Williams	950.00
TOTAL	$1,295.00

Disbursements

Operating Expenses	$1,016.57
TOTAL	$1,016.57

Balance at End of Period $278.43

These figures do not reflect the contributed services listed on the following page.

Contributed Services March 1971 to February 1972

By Agencies

Northern California Council of Churches
Community Action for Better Broadcasting Project

Staff time, Neil Morse
Office Space
Office Equipment

Citizens Communications Center, Washington, D.C.

Legal Services

Jewish Community Center

Meeting Space

Homestead Savings Bank

Meeting Space

Shangri-La Telephone Secretary

Answering Service

By Individual

Paul J. Mundie, Esq.

Legal Services

Nancy Dale

Media Relations

George C. Conklin, Jr.

Media Relations

Joann Miller

Art Work

Robert B. Read

Writing
Editing

Rey Carr, Ph. D.

Family Education Consultant

Linda H. Ormiston, PhD.

Monitoring Consultant

John Streets

Research Equipment

Projected Budget — March 1972 to August 1972

Income

Grant from Regional Young Adults Project, Inc. administered through the Northern California Council of Churches	$3,000.00
Grant from Action for Children's Television, Inc.	100.00
Balance at beginning of period	278.43
TOTAL	$3,378.43

Disbursements

Salary for one co-chairman, full time	$2,100.00
Social Security	109.00
Salary for one co-chairman, part time	500.00
Administrative Costs	150.00
Office space ($20.00 per month beginning in April)	100.00
Travel (10¢ per mile)	150.00
Materials and Postage	150.00
Telephone	70.00
Contingency Fund	49.43
TOTAL	$3,378.43

Address any reply to: P.O. Box 36040, San Francisco, Calif. 94102

Department of the Treasury

District Director

Internal Revenue Service

Date:	In reply refer to:
MAY 22 1972	FL-1254, Code
	A:FA1230
	SF:EO:72-841

Committee on Children's
Television, Inc.
1511 Masonic Avenue
San Francisco, California 94117

Purpose:	Educational & Charitable
File Returns with Internal Revenue Service Center:	Philadelphia, Pennsylvania
Accounting Period Ending:	December 31
Address Inquiries to District Director of Internal Revenue:	San Francisco, California

Gentlemen:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

We have further determined you can reasonably be expected to be an organization of the type described in sections 170(b)(1)(A)(vi) and 509(a)(1). Accordingly, for your first two tax years, you will be treated as an organization which is not a private foundation.

At the end of your first two tax years, however, you must establish with the Internal Revenue Service that for such two years you were in fact an organization of the type described in section 170(b)(1)(A)(vi). If you establish this fact with the Service, you will be classified as a section 509(a)(1) organization for all purposes beginning with the first day of your third tax year and you must normally meet the requirements of section 170(b)(1)(A)(vi) thereafter. If, however, you do not meet the requirements of section 170(b)(1)(A)(vi) for your first two tax years, you will be classified as a private foundation as of the first day of your third tax year. Furthermore, you will be treated as a private foundation as of the first day of your first tax year for purposes of sections 507(d) and 4940.

Grantors and donors may rely on the determination that you are not a private foundation for your first two tax years, unless notice that you will no longer be treated as a section 509(a)(1) organization is published in the Internal Revenue Bulletin. However, a grantor or donor may not rely on such determination if he was in part responsible for, or was aware

of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

You are not liable for social security (FICA) taxes unless you file a waiver of exemption certificate as provided in the Federal Insurance Contributions Act. You are not liable for the taxes imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible under sections 2055, 2106, and 2522 of the Code.

If your sources of support, or your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your status. Also, you must inform us of all changes in your name or address.

If your gross receipts each year are normally more than $5,000, you are required to file Form 990, Return of Organization Exempt From Income Tax, by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of $10 a day, up to a maximum of $5,000, for failure to file a return on time.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Please keep this determination letter in your permanent records.

Sincerely yours,

Charles E. Kingman

Charles E. Kingman
District Director